

AN ORDINANCE

101326

**APPROVING THE MUNICIPAL MARKETING PARTNERSHIP
PROGRAM POLICY WHICH ESTABLISHES GUIDELINES AND
PROCEDURES FOR THE DEVELOPMENT, IMPLEMENTATION
AND MANAGEMENT OF THE PROGRAM.**

* * * * *

WHEREAS, on February 10, 2005 the City entered into a Professional Services Agreement with Public Enterprise Group, Inc., now known as Active Public Enterprise Group, Inc. ("APEG"), for the development of a comprehensive and integrated Municipal Marketing Partnership Program ("Program"), as authorized by Ordinance No. 100413; and

WHEREAS, the goal of the Program is to identify opportunities and strategies that will generate cash, goods and services for the City over a specified period of time; and

WHEREAS, the Program consists of two phases: the Development Phase and the Implementation Phase and as part of the Development Phase, a Municipal Marketing Partnership Program Policy ("Policy") was drafted to provide guidance and procedures for the Program while advocating a balance between maximizing the use of City assets for revenue generation and the historical and cultural uniqueness of San Antonio; and

WHEREAS, the proposed Policy adheres to all existing policies of the City, including the requirement of staff coordination with the appropriate boards, commissions and other entities prior to the submission of any potential Marketing Partnerships to City Council for approval;
NOW THEREFORE:

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The Municipal Marketing Partnership Program Policy is hereby approved. A copy of this Policy is attached to this Ordinance as Exhibit I.

SECTION 2. This Ordinance shall be effective on and after the tenth day after passage.

PASSED AND APPROVED this 1st day of September, 2005.

ATTEST:


City Clerk


M A Y O R

PHIL HARDBERGER

APPROVED AS TO FORM:


for Acting City Attorney

Agenda Voting Results

Name: 6A.

Date: 09/01/05

Time: 11:49:05 AM

Vote Type: Multiple selection

Description: An Ordinance approving the Municipal Marketing Partnership Program Policy which establishes guidelines and procedures for the development, implementation and management of the Program.

Voter	Group	Status	Yes	No	Abstain
ROGER O. FLORES	DISTRICT 1		x		
SHEILA D. MCNEIL	DISTRICT 2		x		
ROLAND GUTIERREZ	DISTRICT 3	Not present			
RICHARD PEREZ	DISTRICT 4		x		
PATTI RADLE	DISTRICT 5		x		
DELICIA HERRERA	DISTRICT 6		x		
ELENA K. GUAJARDO	DISTRICT 7		x		
ART A. HALL	DISTRICT 8		x		
KEVIN A. WOLFF	DISTRICT 9		x		
CHIP HAASS	DISTRICT_10		x		
MAYOR PHIL HARDBERGER	MAYOR	Not present			